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| Job Title: Marketing, Communications and Fundraising Officer | Department: National |
| Reports To: Communications, Marketing and Fundraising Manager | Location: Working from home (or from the national office in Swords) with some travel throughout Ireland. |
| Contract Type: Part time Fixed Term -3 Year | Hours of Work 20 hours per week |

Purpose of the Role

To coordinate the Marketing, Communications and Fundraising functions across Grow Mental Health to ensure we achieve our mission and objectives. To work closely with the Marketing, Communications and Fundraising Manager and other team members to develop and implement all communications, marketing and fundraising activities, ensuring that these activities meet the needs of Grow Mental Health and our stakeholders.

Communications Strategy

- Develop, implement and monitor Grow Mental Health's Communications Strategy
- To understand our different stakeholder groups and put in place structures to effectively meet the communications needs of each stakeholder group
- To develop and implement, in conjunction with the senior management team, annual and quarterly activity plans aligned with Grow's Strategic Plan and marketing/communications strategy
- To monitor, review and periodically update Grow's communications strategy
- To establish and manage a Communications Crisis Team in response to critical crisis
- To monitor and evaluate all communications activity, report on impact, and use data to continuously improve communications activities

- Storytelling – generating content from our stakeholders and supporters for our platforms and literature.

External Communication Channels

- To manage the production of and contribute to the copy writing of all communications materials including fundraising materials, services updates, research updates and the Annual Report
- To oversee the Grow.ie site, including day to day content preparation and management and managing the ongoing development of the site
- To manage Grow Mental Health’s existing social media accounts (Facebook, Twitter, YouTube, Instagram LinkedIn), to create and share a range of relevant content to support our work and communicate effectively with our target audiences
- To produce relevant monthly e-newsletters and printed versions, covering all aspects of our work
- To produce and edit all promotional content, e.g., professional videos, podcasts, promotional literature, website content, and daily social media posts etc.
- To be a first point of contact on public queries relating to Grow and its activities and to provide responses to external queries
- To manage Grow’s Google Ad Campaigns and Google Analytical Account

Media Relations, Publicity & Awareness Campaigns

- To lead on all media and public relations activities concerning Grow Mental Health and its activities including the drafting and dissemination of press releases, statements and answering media queries where appropriate
- To proactively develop a network of contacts among media and other stakeholders including members, medical professionals and other organisations to further Grow’s marketing communications and awareness-raising objectives
- To recruit, manage, co-ordinate and support media volunteers and Grow Mental Health ambassadors on publicity activities
- To co-ordinate and roll-out annual public awareness campaigns such as World Mental Health Day and other events & campaigns aimed at raising awareness and understanding of Grow Mental Health
- To proactively seek out and follow through on key opportunities for raising the profile of Grow Mental Health and its work

Supporting Fundraising Activities

- To provide communications support on key activities, promotions, events, and campaigns.

- To support all fundraising initiatives across individual donor, and corporate campaigns. Across the preparation of proposals; marketing content and promotional materials
- To work with the other members of the team to create sponsored workplace educational programs
- To create new opportunities for community and member fundraising drives
- Identify and enlist key fundraising volunteers, including ambassadors to represent the organisation
- To provide support and tools to fundraisers in their various fundraising activities
- To maximize the exposure and awareness of all regional and national campaigns across all platforms

Brand

- To manage the Grow Mental Health brand, merchandise and brand guidelines and ensure consistency across all communications both regional and national

Role Capabilities

Qualifications

- A knowledge of the recovery Principle in Mental Health desirable
- A relevant 3rd level qualification in fundraising, marketing, communications, journalism PR or equivalent field is desirable or a proven track record in the marketing, fundraising, communications, or public relations field

Experience

- Familiar with the Irish media landscape
- Experience of acting as a spokesperson within a media environment
- At least two years relevant work experience in communications, social media marketing or fundraising
- Experience of working with video editing software, e.g., Final Cut Pro or Movavi.
- A knowledge of the community and mental health movement in Ireland and the civil society sector is desirable

Skills

- Ability to demonstrate strength of character in managing priorities of self and others
- Advanced computer skills with experience of developing web sites and social networking for organisational objectives
- Proficient video and audio editing skills
- Experience in evaluation of communications activity
- Creative and an ability to generate engaging communications messages
- Experience of working with campaigns using traditional and digital marketing tactics
- Ability to absorb the Grow program
- Ability to work as part of a team
- Excellent written and oral communication skills
- Excellent interpersonal and networking skills
- Flexible and resilient character
- Motivated self-starter
- Ability to work with often conflicting priorities and on one's own initiative
- Organising and planning
- Inter and intrapersonal awareness

This role descriptor may be subject to change as and when required by Grow

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| Signed By Employee: | |
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| Date | |
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